

## ABSTRACT

Formulation of the problem in this research is: How does the influence of promotion, price, and a leads group to re-purchase gudeg "Yu Djum".

The purpose of this research is to analyze the influence of promotion, price, and a reference group to re-purchase gudeg "Yu Djum". This study uses survey. In this study the samples taken are some customers gudeg "Yu Djum". The number of samples in this study were 30 people. In this case the method used was accidental random sampling (sampling method in which samples were taken were successfully met during the study). Multiple linear regression analysis in this study is used to determine how the variables influence factor promotion, price, and a leads group to re-purchase gudeg "Yu Djum. Results of multiple linear regression analysis showed that there is significant influence between the promotion of the re-purchase gudeg "Yu Djum" (t-statistic probability value =  $0,046 < 0,05$ ). It can be interpreted, if the promotion increases, the re-purchase gudeg "Yu Djum" will also increase. Results of multiple linear regression analysis showed that there is significant influence between the repurchase price gudeg "Yu Djum" (t-statistic probability value =  $0,016 < 0,05$ ). It can be interpreted, if the price increases, the re-purchase gudeg "Yu Djum" will also increase. Results of multiple linear regression analysis showed that there was a significant effect between groups repeated allusions to purchase gudeg "Yu Djum" (t-statistic probability value =  $0,002 < 0,05$ ). It can be interpreted, if the reference group increases, the re-purchase gudeg "Yu Djum" will also increase.

Keywords: Faktor Promotion, Price, Leads Group, Repeat Purchases